

ABSTRACT OF THE DISCLOSURE

5 A rear projection display is provided which can  
clearly display a display screen and enable positive  
recognition of acceptance of operation of a power  
switch while preventing increases in manufacturing  
costs and size of the display. A liquid crystal light  
valve modulates light emitted from a light source lamp  
10 to light for displaying a displayed on a screen. An  
auxiliary lamp higher in a rate of increase in  
luminance at start of illumination than the source lamp  
is arranged such that light from the auxiliary lamp can  
reach a rear surface side of the screen without passing  
15 through the liquid crystal light valve. A main control  
section causes the light source lamp and the auxiliary  
lamp to both illuminate at power on, and the auxiliary  
lamp to extinguish before luminance of the source lamp  
becomes high enough to cause the display screen to be  
20 displayed by projection.